

### List of Products

|                       |                  |
|-----------------------|------------------|
| rice[red]             | bengal gram      |
| ragi                  | black gram       |
| ragi powder           | horse gram       |
| foxtail millet        | groundnut        |
| millet mix            | coconut oil      |
| bajra powder          | jaggery          |
| little millet [samai] | coriander powder |
|                       | turmeric powder  |

*All products grown in our fields,  
Availability varies by season*

### SVAD products are available in retail stores at:

Sreevatsa Organic, Coimbatore [9443321933]  
Arya Organic Foods, Coimbatore [9894011088]  
Mr. Murali, Mylapore, Chennai [9380691203]  
ReStore, Adayar, Chennai [9884409566]  
Alter media, Trichur, [0487 - 2422974]  
Elements, Kozhikode, [0495 - 2765783]  
Avani Organic, Bangalore [9035655125]

### For large orders you can

Phone: 04346 299025, 9843096854  
email: svad.organic@gmail.com  
Contact Murugan or Manjunathan

You can get products , well- packed, by lorry  
parcel service. Payment can be made by  
direct bank transfer or by Demand Draft.

more details on our website  
[www.tribalhealth.org](http://www.tribalhealth.org)

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*we promote traditional methods*



*bajra as tall as the farmer*

# svad



*eat  
healthy*



*support  
farmers*

**SVAD** means "taste" and also stands for  
**Sittilingi Valley Agricultural Diversity**,  
which sums up our core philosophy.

In 1993, a doctor couple started the Tribal Health Initiative [THI] in the remote valley of Sittilingi in Dharmapuri



sowing rice by SRI method

Dist. Tamil Nadu. After ten years of successful community health work, the team decided to expand their impact by examining the factors that influence health. When the villagers repeatedly voiced their farming troubles, THI formed the **Tribal Farming Initiative [TFI]** to address the community's pleas for support with their primary income source. Pressure from external forces had tempted the farmers to convert their fields to cash crops, but instead of increased profits, they found themselves overwhelmed by debt. Since 2005, TFI has been encouraging the tribal farmers to return to their roots of organic practices, bringing in experts to teach the farmers more effective growing methods, water conservation, and the use of organic fertilisers.

We grow all produce we sell, using time-tested organic fertilisers and pest repellents. We encourage traditional seeds and methods of agriculture, which have sustained our motherland for centuries. Our women's farming groups then purchase the produce for a fair price, and process it to make it ready for the market. We expect to get official organic certification in the near future.



Women groups process dhal

all grains are grown in our fields



traditional grain storage bins

experts teach in the field

The farmers have now come together to form a registered Society called **SOFA [Sittilingi Organic Farmers Association]**, through which this work is coordinated.

For you, it is no longer necessary to be infusing your family with harmful pesticides and genetically modified foods that are against the natural order of the things. Research has proven that eating naturally grown food is a very powerful deterrent to disease and helps to maintain your vitality.

By buying SVAD products, you are helping our people regain their quiet dignity and their self-sufficiency in farming. It also helps to preserve the purity of their land, water and environment. In the bargain, you are building a firewall against ill health by harnessing Nature's power.

**Please see back cover for purchasing information**

For more details contact:  
Sittilingi Organic Farmers Assn.  
c/o **Tribal Farming Initiative**  
Sittilingi, Dharmapuri  
Tamil Nadu - 636906  
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supported by  
**TRIBAL HEALTH INITIATIVE**